

How to Measure Change?

Two types of performance measures are requested as part of your application.

- An OUTPUT is the unit of service delivered.
- An OUTCOME is the longer range desired result.

Your group's proposal needs to include both measurements and their targets.

Here are some examples of outputs and outcomes.

Proposal: Install pedestrian-scale street lights.

OUTPUT: Twenty street lights installed.

OUTCOME: 5% decrease in number of assaults.

15% increase in residents' survey rating of safety of neighborhood.

Proposal: Host a neighborhood concert/picnic.

OUTPUT: 2000 invitations mailed.

OUTCOME: 500 people attending.

75% of participants rate the event as a good/excellent way to meet their neighbors.

Proposal: Paint mural over graffiti-ridden alley wall.

OUTPUT: 8 ft x 30 ft mural painted.

OUTCOME: 20% fewer annual tagging incidents.

Average cycle time to repaint tagged portions of mural less than 48 hours.